amdocs real-time billing – driving 5G monetization and user engagement

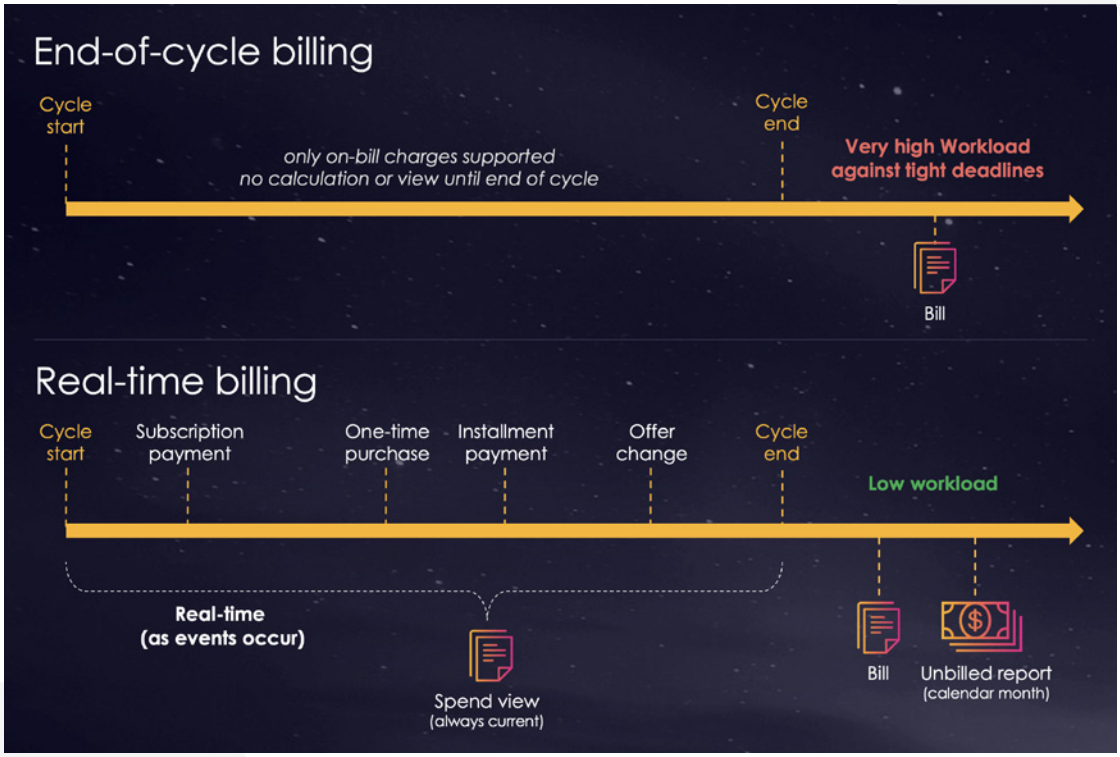
Billing: the story so far

Traditionally, billing in our industry followed much the same protocol as elsewhere. User actions and service consumption would be collected during the bill period, and at the end of the cycle, the bill would arrive in the mail. And even as the world (and bill) went digital, very little to do with this process really changed.

This mode of operations is no longer feasible. As new digital service providers seek to draw value from the opportunities presented by 5G, IoT, cloud and edge ecosystem, they're being motivated to explore new billing paradigms and seek more innovative approaches to drive billing modernization.

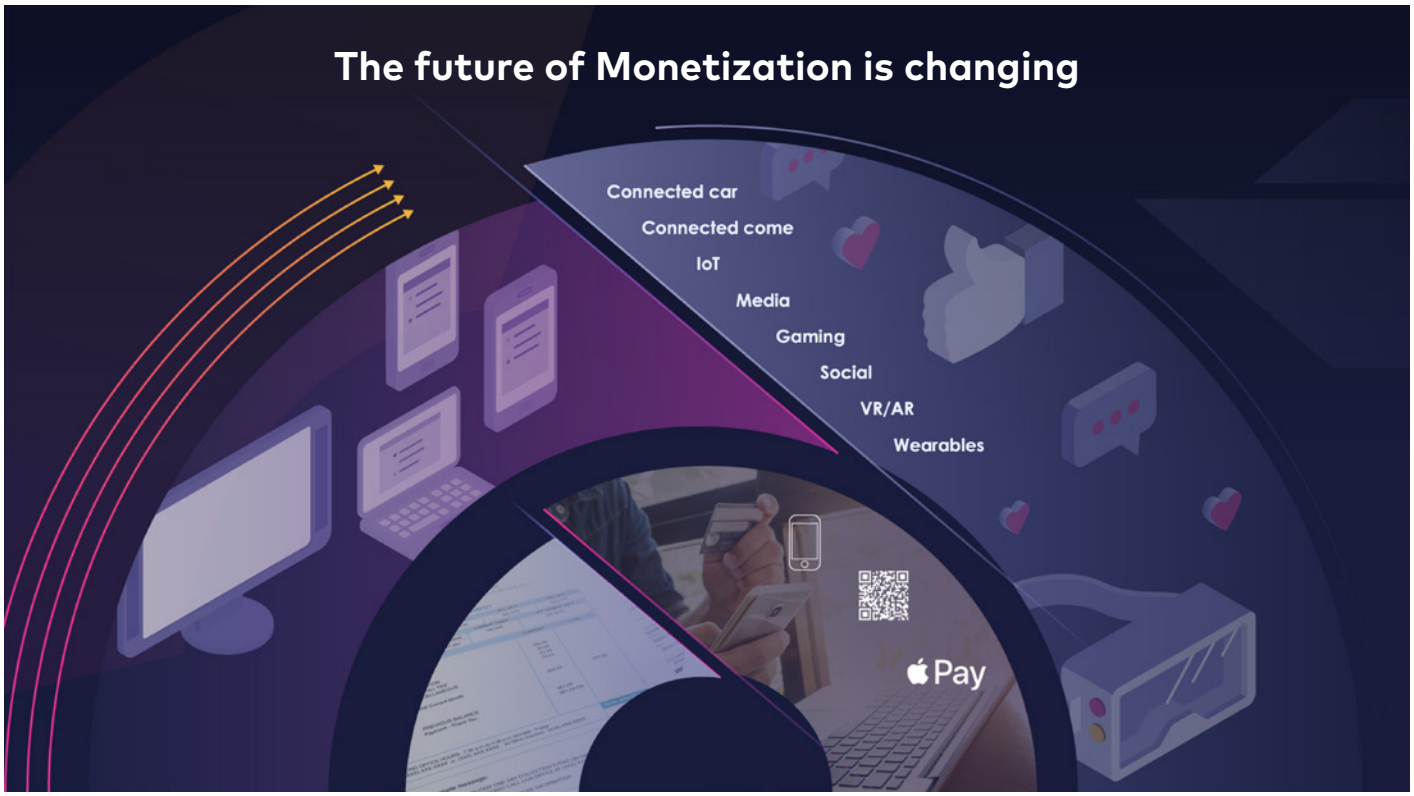
Introducing Real-Time Billing

Amdocs Real-Time Billing brings a revolutionary new approach to the entire billing process, offering dynamic new ways to extract customer value. By transforming batch billing processes into real-time functions, the solution calculates charges for any transaction type in real time, shortening time to cash for the operator and empowering omni-monetization. The benefits extend to customers and partners too, who gain advanced payment flexibility and real-time transparency into their transactions.



User management & experience

With service providers diversifying their offerings beyond plain connectivity, 5G holds great promise in its ability to leverage the dynamic new networks these players are creating to support a wide range of new services and business models.



But as more diverse services become consumed, the billing process must evolve to support customer expectations for dynamic subscriptions and flexible payment models, allowing them to pay immediately through their method of choice (on-bill/off-bill, credit card or any ePayment provider) and transparently monitor this in real time.

Real-Time Billing achieves this, while at the same time, providing an accurate, real-time spend view that enables service providers to enhance customer satisfaction and reduce call to care following a bill dispute or query. Furthermore, it introduces the capability to leverage the bill as an engagement channel, as a means to offering personalized upsell packages.

Operational benefits

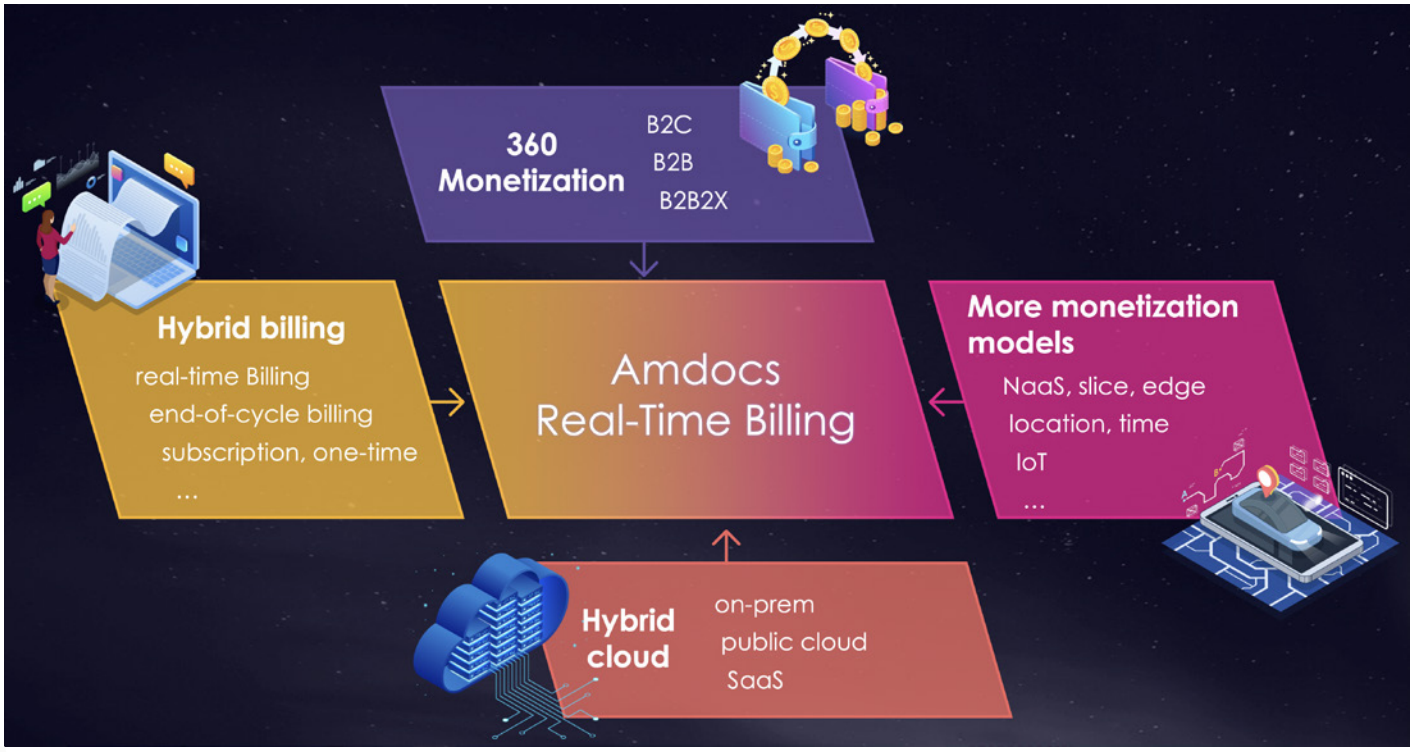
As the number of subscribers, services and transactions grow, the end-of-cycle billing process increases in complexity and workload. This workload must typically be handled within a limited space of time, leading to inefficient resource allocation.

Driven by real-time calculations, Real-Time Billing provides a wide range of capabilities that dramatically shorten the order-to-cash process, such as preemptive QA and inline charge recalculations to rectify errors before the bill is produced. On the forecasting side, the solution helps forward financial planning by providing an on-demand, accurate, outlook on earned/unbilled revenue (customer and system level).

Furthermore, as a cloud-native, microservices-based solution, it empowers service providers to leverage the benefits of cloud, enabling a hybrid approach that supports both on-prem and public cloud deployments according to the organization's specific needs. This allows them to identify the optimal migration path, leveraging existing systems and infrastructure, together with the public cloud, to achieve significant TCO reduction.

Consolidation

With service provider offerings potentially including subscriptions, pre- and post-paid plans, and augmented by one-time payment offers, Real-Time Billing has been natively geared to cope with the need to combine multiple billing monetization and business models under the same install base. It does this utilizing a single engine that has the capability to handle all the above using a single software platform.



New partnerships

With a central part of the 5G ecosystem revolving around partnerships, service providers are exploring advanced offerings with enterprises, as well as a wide partner ecosystem. Such partnerships however, create additional and more complex billing system requirements.

By supporting a B2B2X business model, Real-Time Billing provides the capability to support a long tail of diverse partners (the middle B of B2B2X), who utilize the operator's resources to support their own services based on specific network performance requirements.

Furthermore, the Network as a service (NaaS) approach can also be enhanced to support more diverse offerings. For example, MVNO models may be extended from the current state into PEN (private enterprise networks) leveraging the operator's slice and edge resources in a dynamic manner. Extending coverage globally will add monetization requirements in the form of inter-carrier resolutions, which the solution can then handle dynamically in real time. These emerging models have diverse monetization needs and will ultimately need to be supported alongside the traditional operator offerings in a hybrid mode of operations. Real-Time Billing supports this capability.

Summary

As our industry continues to evolve, the importance of innovative monetization and user journeys – and how they should be supported – must remain at the top of service providers' minds. Such journeys must be navigated in a hybrid manner, leveraging existing assets and services in an optimal way, while seizing every monetization opportunity as it emerges.

Amdocs Real-Time Billing is the engine that will help achieve those objectives, providing the best billing infrastructure to address monetization opportunities and challenges of the digital 5G era.

Amdocs Real-Time Billing – Billing re-imagined, re-invented

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